



WLUK  
787 Lombardi Ave  
Green Bay, WI 54304

Nonbox Eisner  
5307 S 92nd St  
Hale Corners, WI 53130

# Contract # 2634475

Schedule Dates	10/31/16-11/06/16	Date Entered	09/20/16
Advertiser	Reform America Fund (112532)	Last Modified	
Agency	Nonbox Eisner (5242)	Entered By	Megan Bies
Product	POLITICAL ISSUE (ns) (1187)	CO-OP	No
Brand	RAF-1031 (863670)	Headline #	
Salesperson	HOUSE-GREEN BAY, WLUK/WCWF (3961)	Demo	A35+R
Sales Office	WLUK/WCWF	Order Type	Normal
Buyer Name	Kassa, Emilie	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	RAF-1031	Commission	\$4,800.00
Account Types	Local/Political Issue Agency BRD	Net Total	\$27,200.00
Billing Type	Weekly/Irregular	Sales Tax	
Comments	Political issue- local		

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 1.0	Unapproved (News) on credit hold /	11/05/16-11/05/16	3	:30	9P- 10P (CST)							2		2	\$500.00	\$1,000.00	Green Bay (WLUK)	NEWS AT NINE	9/20/16
Est 2.0	Unapproved (News) on credit hold /	11/05/16-11/05/16	2	:30	6A- 9A (CST)							2		2	\$500.00	\$1,000.00	Green Bay (WLUK)	GDW	9/20/16
Est 3.0	Unapproved (News) on credit hold /	10/31/16-11/04/16	2	:30	8A- 9A (CST)		2	2	2	2	2			10	\$750.00	\$7,500.00	Green Bay (WLUK)	GDW	9/20/16
Est 4.0	Unapproved (News) on credit hold /	11/06/16-11/06/16	2	:30	6A- 8A (CST)							2		2	\$500.00	\$1,000.00	Green Bay (WLUK)	GDW	9/20/16
Est 5.0	Unapproved (News) on credit hold /	10/31/16-11/04/16	1	:30	7A- 8A (CST)		1	1	1	1	1			5	\$1,000.00	\$5,000.00	Green Bay (WLUK)	GDW	9/20/16
Est 6.0	Unapproved (News) on credit hold /	10/31/16-11/04/16	1	:30	9P- 10P (CST)		2	2	2	2	2			10	\$1,500.00	\$15,000.00	Green Bay (WLUK)	GDW	9/20/16
Est 7.0	Unapproved (News) on credit hold /	11/06/16-11/06/16	1	:30	9P- 10P (CST)							1		1	\$1,500.00	\$1,500.00	Green Bay (WLUK)	NEWS AT NINE	9/20/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

Green Bay (WLUK)		Spots	Rate
By Broadcast Month			
Nov. 2016	32	\$32,000.00	
Grand Total:	32	\$32,000.00	

MB 9/20

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WLUK-GREEN BAY, WI	<b>Date:</b> 9/22/16
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**William Eisner & Associates, dba Nonbox**

do hereby request station time concerning the following issue:

2016 Presidential Race	
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

This broadcast time will be used by: Reform America Fund

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Reform America Fund  
PO BOX 44  
Black Creek, WI 54106

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Lorri Pickens-Treasurer

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

***TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)***

9/22/16

Date

Emilie Kassa

Signature

Digitally signed by Emilie Kassa  
DN: cn=Emilie Kassa, o=nonbox, ou,  
email=emilek@nonbox.com, c=US  
Date: 2016.09.22 15:07:30 -05'00'

414-425-8800

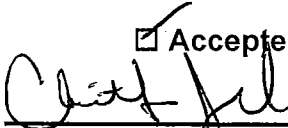
Contact Phone Number

***TO BE SIGNED BY STATION REPRESENTATIVE***

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

Charles Sam

Printed Name

ASM

Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Attach proposed schedule with charges (if available):**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual time the rate for spots “communicating a political matter of national importance” air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC’s online political files include a folder for “Terms and Disclosures.” NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.